MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BEN2074 - ENTREPRENEURSHIP

(All sections / groups)

11 March 2019
9:00 am – 11:00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **4 (FOUR) pages** excluding the cover page.
2. This question paper consists of **TWO (2)** sections. Answer all questions.
3. Please write all your answers in the Answer Booklet provided.

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SECTION A (40 marks)

Platform to print

Two students used to sleep in their car or nap in the quiet corners on the campus when they first started pitching their product to the potential partners. This was how Justin Wong Zi Ning, 23, and his friend Thony Chwa Kia Way, 22, spent their nights before they spoke to printing kiosks in several universities to join their online platform, Sprintla. The online platform is meant to make the printing process much easier for both students and printing partners.

Now just after two years, Sprintla is present in about 30 universities throughout Peninsular Malaysia and plans to continue expanding their business. Their concept was "to print from anywhere at any time" and aim to become the number one most trusted online printing platform in Asia. Wong, the chief executive officer, says he, together with his friend Chwa would approach printing kiosks in universities and pitch their product. Later on, their lecturer Aaron Pook Sow Yee also came on board as their advisor.

"*In the early days, even with the website looking so basic, we would tell them that this is how the process works, this is how we're going to build and improve on it,*" Wong explains. He believes that Sprintla is the way forward because the future lies with technology, and this was how they would convince their printing partners. "*A lot of our printing partners say they want to embrace technology but there hasn't been any for the basic printing industry itself,*" he says.

Wong says Sprintla was born in 2016, after they were given an assignment for their cyberpreneurship course where they had to come up with an online business. The Multimedia University (MMU) accounting students were stumped at first. That is until they had to print another set of assignments that were already due.

"*It's always a problem because we have to queue up to do so, sometimes for more than 30 minutes,*" says Chwa. "*It takes a long time because students are editing their documents at the computers when they are supposed to be printing,*" he adds. Chwa says the frustration could build up, especially when they needed to rush to the class. "*Even when you just want to print one page, you have to wait a long time.*" From there, he says, they decided to create an online printing service platform.

Now, all you have to do is finish editing your document, send it through the website or app, head to the printing shop and pick it up, says Wong. He says that customers will select the number of pages to be printed and could even choose the type of binding they would like on the platform. One of the advantages of Sprintla is that students can send their documents any time they like, even after the shop has closed. Wong says that the convenience factor is how they secured the loyalty of the students. Payments are done online through an e-wallet with pre-purchased credit, which is more convenient and safer, he says, adding that customers can compare prices online before choosing which printing shop or kiosk they want to use.

Continued...

Sprintla now has around 3,500 registered users since it officially started business in early 2018. Operation costs are also cut down because a printing partner does not need to provide so many computers for the students to edit and upload their documents. For example, Sprintla has helped reduce the number of staff from three to one at their Universiti Malaya (UM) printing partner.

"*We have gotten approval to partner with another eight at UM itself*," adds Wong. The prices, he adds, are determined by the printing partners and not by Sprintla as they act as a platform.

Naturally, the students' university in Melaka was the first to employ Sprintla's services. Among the institutions where Sprintla can be found are UM, Universiti Putra Malaysia, UCSI University and SEGi University. The team aims to have a presence in 50 higher learning institutions by the end of the year.

Source: https://www.thestar.com.my/news/education/2018/11/18/platform-to-print/#fL5rFh6qOSxwuskD.99

Answer the following questions.

a) What are the problems or pains that Sprintla is currently addressing? Explain at least **ONE (1)** pain of the students and **ONE (1)** pain of the printing shop.

(6 Marks)

b) Based on the case and your knowledge in business model canvas, develop a business model for Sprintla. The template of the business model canvas is given in the appendix. You may use your logical assumption to complete the business model canvas.

(18 marks)

c) Based on the case, Sprintla is planning for a rapid growth to reach 50 higher learning institutions by the end of the year. Explain **TWO (2)** possible reasons for Spintla to grow.

(6 Marks)

d) Do you think that the exponential growth planned by Sprintla is a right move? Justify your opinion with at least **TWO (2)** reasons of whether to move with the plan or not.

(6 marks)

e) Design a Tagline for Sprintla.

(4 Marks)

(Total 40 Marks)

Continued...

SECTION B (60 marks)

QUESTION 1

a) Define feasibility analysis. Justify briefly why feasibility analysis is so important for the business?

(4 Marks)

b) Discuss the **FOUR (4)** main categories of feasibility analysis.

(16 Marks)
(Total 20 Marks)

QUESTION 2

Ahmad operates a company that produces and sells neckties. The target market for the neckties are young executives. The neckties are offered at affortable prices. Over the last few years, the sales of the company dropped by almost half. Through his market analysis, Ahmad found that the young executives nowadays are hardly wearing their neckties to work.

a) Identify the type of industry that Ahmad's company belongs to.

(2 Marks)

b) Suggest **THREE (3)** possible ways to Ahmad so that his business can improve in spite of the above market trend.

(12 Marks)

c) If Ahmad plans to expand his business to the oversea market, suggest **TWO (2)** foreign-market entry strategies that he can consider. Justify your suggestion.

(6 Marks)
(Total 20 Marks)

QUESTION 3

a) Why does business success not always scale? You can elaborate your answer with examples.

(4 Marks)

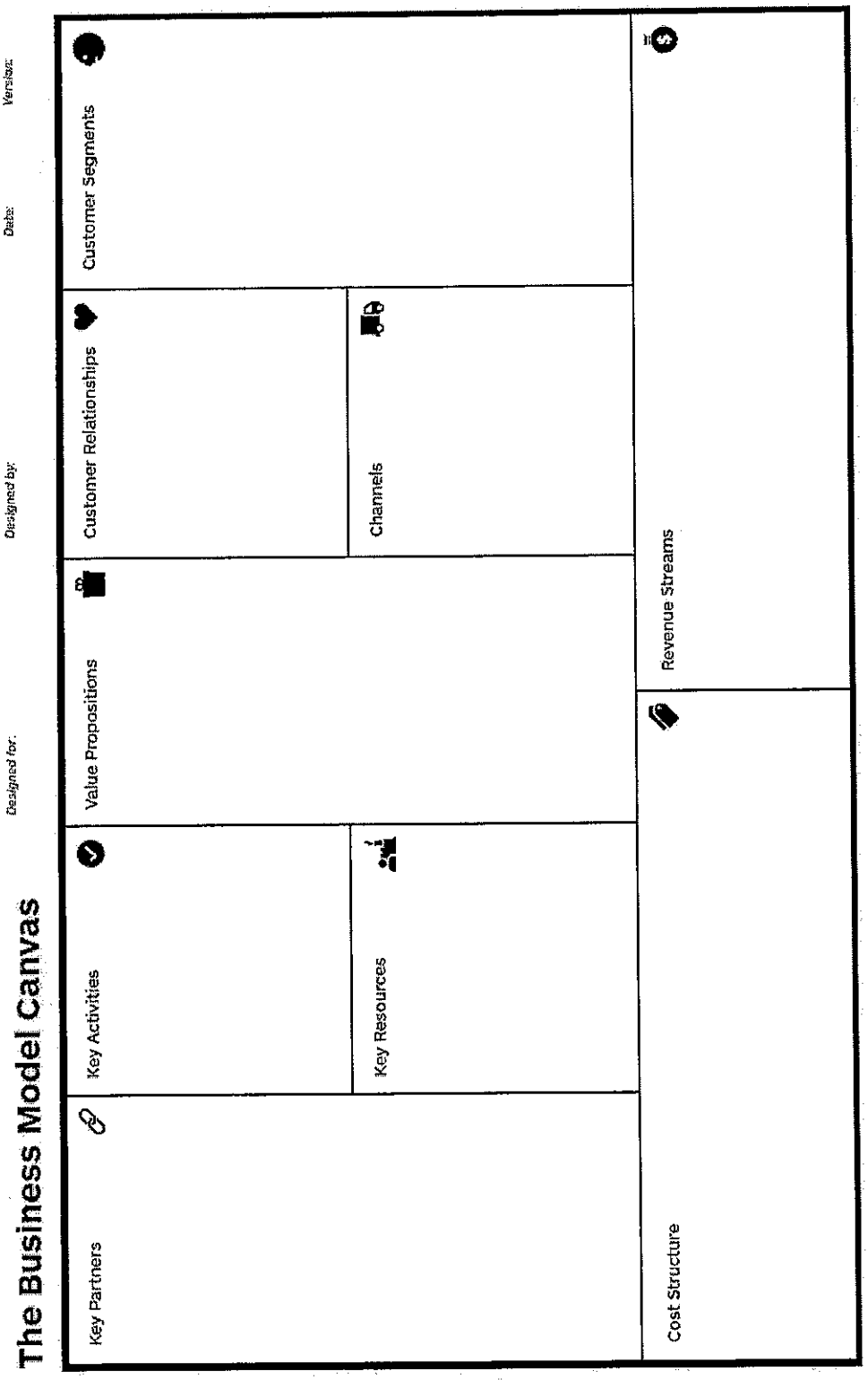
b) Why is it important for a business to stay committed to a core strategy in preparing for growth?

(4 Marks)

c) Explain the **FOUR (4)** day-to-day challenges involved in growing a business.

(12 Marks)
(Total 20 Marks)
Continued...

Appendix – Business Model Canvas



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